



Supplemental Sign Policy

Rev: May 6, 2003

TABLE OF CONTENTS

HIGHWAY SIGN POLICY SUMMARY.....	1
HIGHWAY SIGN POLICY.....	4
1.1 PURPOSE	4
1.2 RESPONSIBILITIES	4
1.3 APPLICABILITY	4
POLICY FOR TOURIST ATTRACTIONS LOGO SIGNS	6
2.1 PURPOSE	6
2.2 APPLICABILITY	6
2.3 DEFINITIONS	6
2.4 CRITERIA.....	6
2.5 SIGN LOCATION AND DESIGN	7
2.6 PROCEDURES	8
2.7 FEE SCHEDULE.....	11
POLICY FOR BUSINESS LOGO SIGNS AND GENERIC INFORMATION SERVICE SIGNS.....	13
3.1 PURPOSE	13
3.2 APPLICABILITY	13
3.3 DEFINITIONS	13
3.4 CRITERIA.....	13
3.5 SIGN LOCATION AND DESIGN	14
3.6 PROCEDURES	15
3.7 FEE SCHEDULE.....	18
POLICY FOR TOURIST ORIENTED DIRECTIONAL SIGNING ON CONVENTIONAL ROADS	20
4.1 PURPOSE	20
4.2 CRITERIA.....	20
4.3 SIGN LOCATION AND DESIGN	21
4.4 PROCEDURE.....	22
4.5 FEES.....	23
POLICY FOR SUPPLEMENTAL AND CAMPING SIGNS	24
5.1 AIRPORT SIGNS.....	24
5.2 COLLEGE OR REGIONAL HIGH SCHOOL SIGNS.....	24
5.3 HOSPITAL SIGNS	25

5.4	CAMPING SIGNS.....	26
-----	--------------------	----

POLICY FOR PRIVATELY OPERATED TOURIST INFORMATION CENTER

SIGNING ON FREEWAYS	27
6.1 PURPOSE	27
6.2 APPLICABILITY	27
6.3 DEFINITIONS	27
6.4 CRITERIA	27
6.5 SIGN LOCATION AND DESIGN	28
6.6 PROCEDURES	30
6.7 DIVISION OF LABOR.....	30
6.8 DIVISION OF EXPENSE.....	30

MASSACHUSETTS HIGHWAY DEPARTMENT

HIGHWAY SIGN POLICY SUMMARY

The Massachusetts Highway Department (MassHighway) is responsible for furnishing adequate directional and informational signing on the state highway system. The general guidance for this responsibility is found in Chapter 85, Sections 2 and 2D of the General Laws of Massachusetts and in the nationally applied Manual On Uniform Traffic Control Devices (MUTCD). All types of signing in this policy shall conform to the requirements of the MUTCD, in addition to any restrictions outlined herein. The purpose of MassHighway's sign policy is to provide signs along state highways that best serve the interest of those served by the highway system, subject to safety and consistency standards.

The original philosophy of MassHighway's highway directional sign policy, consistent with the MUTCD, was that only signs to well defined geographical locations would be permitted on the state highway system. Although this philosophy is still the foundation of the policy today, changes have been made which allow special types of signing on the highway system. Several sections of the sign policy found in this document address the activities and services that might be of special interest to the motoring public.

1. Tourist Attractions Logo Signs (page 6)

These signs are for use on state highway freeways and are designed to direct motorists to historic, cultural or recreational activities; national or state parks; and business establishments of interest to the motoring public. These signs are similar to Business logo signing whereas a logo, trademark, or name is separately attached to a sign bearing the word "ATTRACTIONS".

2. Business Logo and Generic Services (page 12)

Business Logo signs are designed to direct motorists to business establishments near freeway interchanges which offer gas, food, or lodging services to the traveling public. A logo, trademark, or name is separately attached to a sign bearing the word: "GAS", "FOOD", or "LODGING". Each of the above three types of facilities must conform to certain MassHighway warrants. This type of signing is applicable only to the freeway system, including interstate highways or parts thereof.

The Generic Information Signs differ from the Business Logo Signs in that only the generic word message "GAS", "FOOD", or "LODGING", is placed on the sign. The applicants must meet the same warrants as those for Business Logo Signs.

3. Tourist Oriented Directional Signs (page 18)

These signs are designed to direct motorists to historic, cultural, or recreational activities; national or state parks; and tourist-oriented establishments on conventional highways. These activities must also be located in rural areas outside of urbanized areas as defined by the U.S. Census except that certain areas of low development density and average daily traffic (ADT) may be designated as de-facto rural areas.

4. College and Airport Signs (page 22)

College signs direct motorists from the nearest exit or inter-section to a fully accredited college, university, or regional high school. A maximum of two college/university/ regional high school names will be permitted on any one sign and only one sign assembly will be allowed at any exit or intersection. Whenever required, all trailblazing signs will be in place prior to the erection of signs on the state highway system. Airport signing is governed by the MUTCD or as described in this policy.

5. Hospital Signs (page 23)

Hospital signs direct motorists from the state highway to the nearest hospital. Hospital signing on non-limited access state highways is restricted to the "H" symbol sign. Hospital signing on state highway freeways may be either the "H" symbol sign or a sign bearing the name of the hospital.

6. Camping Signs (page 24)

These signs are designed to direct motorists to certified camp-grounds that meet basic sanitary needs. The camping activity is unique in that applicants are permitted to apply under three policies:

1. Tourist Oriented Directional Signs where the name of the camping ground is permitted on the sign panel.
2. A policy whereby applicants may apply for a D9 Series graphic sign and if approved supply the signs and supports to MassHighway for erection.
3. Tourist Attraction logo signs where a panel bearing the logo or name of the campground is attached to a Tourist Attraction logo sign.

7. Tourist Information Center Signs (page 25)

Tourist Information Center signs direct motorists to facilities that provide tourist information, directions, maps, and brochures of regional tourist attractions to the general public. These signs are used in the absence of Tourist Attraction logo signs.

MassHighway reserves the right to remove signs installed under the provisions of this policy without prior notice. Reasons for removal include, but are not limited to, the following:

1. Signs are found to create a safety hazard.
2. Subsequent additions/changes to existing signs result in spacing of less than 240 m (800 feet) between signs.
3. Construction activities (including provision of traffic management safety controls) necessitate sign removal.
4. The facility fails to comply with the provisions of this Policy at any time.

Signs authorized and approved under these policies shall only be erected by MassHighway or an approved contractor, and shall only be posted within the state highway layout. MassHighway's resources are aimed at simple and uncluttered signing in order to keep all highways safe. Applicants denied a Supplemental Sign shall be advised to contact the Outdoor Advertising Board at: 10 Park Plaza, Boston, MA 02116, to place signs outside the state highway layout.

All signing discussed above is controlled by MassHighway standards that specify such things as location, size, color, and number. All installations require adherence to application procedures and MassHighway Board of Commissioners' approval. All facilities, services, regions, etc. must conform to strict definitions of such as stated in the respective sections of the attached policy.

For further information, contact:

State Traffic Engineer
Massachusetts Highway Department
10 Park Plaza
Boston, Massachusetts 02116-3973
TELEPHONE: (617) 973-7360

MASSACHUSETTS HIGHWAY DEPARTMENT
HIGHWAY SIGN POLICY

1.1 **PURPOSE**

To define MassHighway's policy regarding the reasons and needs for directional signs on the state highway system.

1.2 **RESPONSIBILITIES**

All MassHighway personnel responsible for this policy shall see that it is implemented in order to ensure public safety and equity for all concerned.

1.3 **APPLICABILITY**

A. MassHighway is responsible for furnishing adequate directional and informational signing on the state highway system. The general guidance for this responsibility is found in Chapter 85, Sections 2 and 2D of the General Laws of Massachusetts and in the nationally applied Manual on Uniform Traffic Control Devices (MUTCD). All types of signing discussed herein must meet the requirements of the MUTCD, in addition to any requirements outlined in this Policy. The following elements are considered non-waivable requirements of this Policy:

1. Supplemental signs on freeways must be erected between the previous interchange and 240 m (800') in advance of the exit direction sign at the interchange from which the facility is accessible.
2. There must be at least 240 m (800') spacing between supplemental signing on freeways and other guide or supplemental signing.
3. Supplemental signing shall not be erected at an interchange where the motorist cannot conveniently reenter the freeway and continue in the same direction of travel.
4. Supplemental signing must conform to the colors specified within this Policy.
5. All limits contained within this Policy on the number of each type of sign that may be installed per interchange or intersection.
6. Messages, symbols and logos which resemble any official traffic control device shall not be used.

7. Service and Tourist Attraction logo signs shall be limited to a maximum of six (6) logo panels per sign.

These non-waivable elements are based on criteria outlined in the MUTCD. The signing limits and spacing requirements are intended to prevent information overload and the distracting of motorist's attention away from the task of driving. These standards typically become critical at areas of complex roadway patterns where driver attention is most important.

- B. MassHighway shall not undertake to furnish and erect, or to allow others to furnish and erect, within or outside state highway layout, supplemental signs except as hereinafter provided in this policy.
- C. Applicants that have been refused signs shall be advised to identify their facility with a GEOGRAPHICAL AREA, and if possible, with a state numbered route or exit number. If the applicant wishes to place signs outside of the state layout, he or she should contact the Outdoor Advertising Board at 10 Park Plaza, Boston, MA 02116-3973. Applications for all sign policies can be obtained from the MassHighway Boston or District Offices.
- D. No sign assembly directing motorists to activities or facilities provided for by this Policy shall be installed in advance of an interchange from one freeway to another.
- E. The following sections describe the major highway sign policies that relate to special sign applications.

POLICY FOR TOURIST ATTRACTION LOGO SIGNS

2.1 PURPOSE

To establish standards for signs erected within highway right-of-way to provide directional information to tourist attractions of interest to the traveling public.

2.2 APPLICABILITY

This policy applies only to signs on the state freeway system. All Tourist Attraction signs must be ground mounted sign installations. New service sign installations (Logo or Generic) as described herein shall not be allowed on all freeways east of the Cape Cod Canal when, in the judgment of the District Highway Director, such a sign would adversely affect the scenic, historical, or environmental characteristics of the state freeway system.

Certain highways on the state system not laid out as freeways may be deemed de facto freeways by MassHighway and suitable for inclusion under these provisions.

2.3 DEFINITIONS

The terms used in this directive shall be as defined in accordance with the definitions and usage in the Manual on Uniform Traffic Control Devices (MUTCD).

Tourist Attraction - any facility which has the primary purpose of providing amusement, historical, cultural, or leisure activities to the public.

HCR Sign - Signs installed under MassHighway's former Historical, Cultural, Recreational Policy bearing the name of a facility or region.

2.4 CRITERIA

- A. Only facilities that have the primary purpose of providing amusement, historical, cultural, or leisure activities to the public, and are of regional significance, shall be eligible for Tourist Attraction signing. Any facility which would normally apply for signing under the service signing policy (gas, food, lodging) shall not be eligible for Tourist Attraction signing.
- B. Any Tourist Information Center applying for Tourist Attraction logo signing must meet the requirements of Section 6, Policy for Privately Operated Tourist Information Center Signing on Freeways.
- C. The maximum distance that tourist attractions may be located from the main traveled way to qualify for a Tourist Attraction logo sign shall not exceed 13.0 km (8 miles).

- D. Each business identified on a Tourist Attraction Logo Sign shall have given written assurance to the state of its conformity with all applicable laws concerning the provisions of public accommodations without regard to race, color, sex, national origin, or handicap and shall not be in breach of that assurance. Each business must also comply with all handicap access laws.

2.5 SIGN LOCATION AND DESIGN

A. General

1. Number Permitted - Tourist Attraction logo signing is limited to one sign per interchange.
2. Trailblazing - Signing under this policy shall be limited to tourist attractions reached by no more than four turns from the feeder road. A sign on the state highway will not be erected until MassHighway is in receipt of adequate assurance from appropriate authorities that required trailblazing signs will be permitted. All trailblazing should display the distance to the facility (in miles) in addition to directional information.
3. When a Tourist Attraction logo sign is installed on an interchange mainline approach all existing HCR sign panels for that interchange shall be removed by the Tourist Attraction logo sign applicant. MassHighway shall install Tourist Attraction logo panels to replace the removed HCR signs.
4. If applications are received for the same interchange for more tourist attraction logos than available sign spacing will allow, applications shall be prioritized based on the order in which they were received. In the event of multiple applications being received simultaneously, the following signing priority shall govern:

1. National or state park
2. Historic, cultural, or recreational sites
3. Commercial establishments

If the first application in this situation is terminated for any reason prior to the erection of the Tourist Attraction sign, the next application in chronological order should be reactivated.

- C. Size - Tourist Attraction Logo Signs shall be sized according to present MassHighway standards. In general, the size of the sign panels shall conform to the standards for logo service signs.
- D. Number of Logo Panels per Sign - Tourist Attraction logo signs will be limited to a maximum of six (6) logo panels per sign.

2.6 PROCEDURES

- I. Applications for new Tourist Attraction Logo signs:
 - A. An application can be obtained from the Massachusetts Highway Department (MassHighway), Boston Traffic Engineering office or District offices.
 - B. The MassHighway Office will forward the application to the tourist attraction contact person. The applicant will be advised to complete the application and return it to a specified MassHighway District office. If it is sent to MassHighway's Boston Office, it will have to be re-directed to the District office, resulting in an unnecessary delay.
 - C. The District will review the application and conduct a field investigation, including a trip to the tourist attraction to determine if the tourist attraction and the proposed sign location(s) comply with Tourist Attraction signing requirements.
 - D.
 - 1. If the tourist attraction and the proposed sign locations comply with Tourist Attraction logo signing requirements, the District approves the application and prepares the Tourist Attraction sign agreement and sign order cards. The Tourist Attraction sign agreement is forwarded to the applicant for signature.
 - 2. If the tourist attraction and/or sign locations do not comply with tourist attraction sign requirements, the District shall notify the applicant of the denial in writing and the basis of the denial. (If the denial is not based on those non-waivable elements of the MassHighway Sign Policy as outlined in Section 1.3.A, proceed to step H.)

Steps C and D shall be completed within 45 days after the District receives the completed application or the tourist attraction signing request is automatically approved.

- E. The applicant signs the Tourist Attraction sign agreement and returns the agreement, a \$5,000 surety bond, and shop drawings for the proposed logo panel(s) (within 45 days or the application is denied) to the District Highway Director.

- F. The District Highway Director then reviews the shop drawings and if approved, forwards the signed Tourist Attraction sign agreement package to the Chief Engineer for the Board of Commissioners' approval and execution. If the shop drawings are not in conformance with state and federal standards, the District Highway Director will notify the applicant and require new shop drawings to be submitted.
- G. Upon receipt of the executed agreement, the Secretary returns the agreement and a copy of the approved sign contractor's list to the applicant. A copy of the agreement is also sent to the District office. This agreement expires one year from the date of the Board vote of approval. If the tourist attraction signs are not installed within the one year limit, a new application must be submitted.

The letter of transmittal will direct the applicant to select a contractor from MassHighway's approved list and advise the applicant that the contractor must contact the District for a permit prior to the installation of the signs. Subsequently, the District will check the installation for compliance with the agreement.

- H. In the event that the denial is based on MassHighway's Sign Policy only (denials based on any section of the MUTCD are not eligible for appeal), the applicant may appeal the denial to the appropriate District Highway Director within 14 days. The District shall forward the application to the Chief Engineer (within 30 days or the application is approved) with a recommendation either for approval or denial of a waiver by the Commissioner and a copy of the letter of appeal.
- I. The Chief Engineer shall forward the application to the Commissioner, along with a recommendation for approval or denial of the waiver.
- J. If the Commissioner approves the waiver, the Chief Engineer shall notify the applicant and the District of the approval and the procedure will be as detailed in items D through G (above).
- K. Any facilities not receiving a waiver from the Commissioner shall be informed of its' denial by the Chief Engineer.

II. Application for a LOGO "add-on" to an existing sign:

- A. An application can be obtained from the Massachusetts Highway Department (MassHighway) Boston Traffic Engineering office or District offices.

- B. The MassHighway office contacted will forward an application to the tourist attraction contact person. The applicant will be advised to complete the application and return it to a specified MassHighway District office. If it is sent to the MassHighway Boston Office, it will have to be re-directed to the District office, resulting in an unnecessary delay.
- C. The District will review the application and conduct a field investigation, including a trip to the tourist attraction, to determine if the tourist attraction complies with tourist attraction sign requirements.
- D.
 - 1. If the tourist attraction complies with tourist attraction signing requirements, the MassHighway District Director notifies the applicant and advises the applicant to contact the District for panel fabrication details.
 - 2. If the tourist attraction does not comply with the tourist attraction signing requirements, the District Highway Director shall notify the applicant of the denial in writing and the basis of the denial. (If the denial is not based on those non-waivable elements of MassHighway's Sign Policy as outlined in Section 1.3.A, proceed to step H.)

Steps C and D shall be completed within 45 days after the District receives the completed application or the tourist attraction signing request is automatically approved.

- E. The District shall require the applicant to forward shop drawings for the proposed logo panel(s) for review and approval. Once the shop drawings are approved for fabrication the applicant has the LOGO "add-on" fabricated by an approved sign contractor.
- F. When finished, these "add-on" panels, necessary mounting hardware, and a check for \$250 for each mainline or ramp panel (made out to the Commonwealth of Massachusetts) are forwarded to the District by the applicant. The District must receive these items within one year from the date of the notice of approval. Applicants not furnishing signs within the one year must submit a new application.
- G. The District installs the "add-on" panels to existing signs.

- H. In the event that the business doesn't comply with MassHighway's tourist attraction signing requirements only (violations of the MUTCD are not eligible for appeal), and the applicant appeals the denial to the appropriate DHD within 14 days, the District shall forward the application to the Chief Engineer with a recommendation either for approval or denial of a waiver by the Commissioner.
- I. The Chief Engineer shall forward the item to the Commissioner, along with a recommendation for approval or denial of the waiver.
- J. If the Commissioner approves the waiver, the procedure will be as detailed in items D through G (above), however, the Chief Engineer shall notify the applicant of the approval.
- K. Any facilities not receiving a waiver from the Commissioner shall be informed of its' denial by the Chief Engineer.

2.7 FEE SCHEDULE

- A. The entire cost for fabrication, erection and maintenance of tourist attraction signs and necessary associated ramp and/or ramp terminus signs, must be assumed by the initial applicant. The initial applicant is also responsible for removing any existing HCR signing for the same interchange mainline approach. MassHighway shall thereafter own said sign(s) and shall install logo panels to replace any removed HCR signs.
- B. Applicants who request permission to add their legend or logos to existing signs must file applications for tourist attraction signs, and must assume the entire cost of fabricating their legends, logos and/or arrows and any fees for MassHighway forces to add the logos to existing signs.
- C. The initial applicant shall bear the cost of maintaining/replacing damaged/deteriorating signs.
- D. In addition to the above costs the initial and all subsequent applicants for Tourist Attraction Logo Signs shall pay a non-refundable annual fee of \$1,200.00. Said fee must be paid on or before the first day of June each year. Any applicant's failure to pay said fee by the first day of June will result in the removal of his/her logo panel from the attraction sign. However, MassHighway will allow all future initial applicants to recover their installation costs by waiving the annual fee in a pro-rated fashion. For example, a business that installs two four panel logo signs at a cost of \$13,000 would have the annual fee of \$1,200 waived for ten years and ten months. Initial applicants will be required to provide MassHighway with invoices from their sign contractor verifying the cost of fabrication and installation of the signs.

- E. Upon a satisfactory showing of financial hardship, non-profit tourist attractions shall be exempt from the annual fee. In order to qualify for this exemption the applicant must submit certification from the office of the Secretary of the Commonwealth showing registration as a non-profit entity, and provide satisfactory evidence, which, in the determination of MassHighway, establishes financial hardship.

POLICY FOR BUSINESS LOGO SIGNS AND GENERIC INFORMATION SERVICE SIGNS

3.1 PURPOSE

To establish standards for signs erected within highway right-of-way to provide directional information for business establishments offering services in the interest of the traveling public.

3.2 APPLICABILITY

This policy applies only to signs on the state freeway system. All service sign installations must be ground mounted sign installations. New service sign installations (Logo or Generic) as described herein shall not be allowed on all freeways east of the Cape Cod Canal when, in the judgment of the District Highway Director, such a sign would adversely affect the scenic, historical, or environmental characteristics of the state freeway system.

Certain highways on the state system not laid out as freeways may be deemed de facto freeways by MassHighway and suitable for inclusion under these provisions.

3.3 DEFINITIONS

Except as defined in this paragraph, the terms used in this directive shall be defined in accordance with the definitions and usage in the Manual on Uniform Traffic Control Devices (MUTCD).

- A. Business Logo Panel - A separately attached trademark or name (or combination thereof) for a motorist service available on an adjacent road at or near an interchange.
- B. Generic Service Sign Panel - A rectangular sign panel with only the word(s): "GAS", "FOOD", or "LODGING".
- C. Supplementary "Other (Type Service) Available" Panel - These are 450 mm (1.5 foot) by 4500 mm (15 foot) panels bearing the following legend in 200 mm (8") letters "Other ___ Available". Add-on applicants may be permitted to install these panels (and also any necessary associated ramp or ramp terminal signing) below the logo panel if they meet the service signing criteria specified hereinafter and the existing sign panel has no available space for additional Logo panels. (See also Section 2.4.A.)

3.4 CRITERIA

- A. The maximum distance that service facilities can be located from the main traveled way to qualify for a logo or generic information service sign shall not exceed 5.0 km (3 miles).

- B. Each business identified on a Business Logo or Generic Information Service Sign shall have given written assurance to the state of its conformity with all applicable laws concerning the provisions of public accommodations without regard to race, color, sex, national origin, or handicap and shall not be in breach of that assurance. Each business must also comply with all handicap access laws.

In addition to all requirements stated in the MUTCD, each business must have a license or approval where required and "LODGING" shall include the following:

1. At least 25 rooms with private baths.
2. Open twenty-four hours.

"FOOD" establishments not meeting the minimum three meal per day, seven days per week requirement will be allowed to add-on to an existing logo service sign provided another facility in the immediate area and already on the panel provides three meals per day, seven days per week.

3.5 SIGN LOCATION AND DESIGN

A. General

1. Trailblazing - Signing under this policy shall be limited to services reached by no more than one turn from the feeder road. Signs on the state highway will not be erected until MassHighway is in receipt of adequate assurance from appropriate authorities that required trailblazing signs will be permitted. All trailblazing should display the distance to the facility (in miles) in addition to directional information.
2. Mixing of generic information and Business Logo signs:
 - a. If there are existing Business Logo type service signs on an interchange mainline approach, subsequent applications for Generic service signs shall not be approved.
 - b. If there are existing generic information service signs on an interchange mainline approach, subsequent applications for Business Logo service signs, that comply with the MUTCD and MassHighway Sign Policy requirements, may be approved. Subsequent to Business Logo service signing installation, at such approaches, generic information signing would be prohibited. Existing generic information service signs may remain in place until all existing businesses referenced by the generic information service signs either install Business Logo

service signs or until removal of the generic information signs is warranted by MassHighway Policy.

3. If applications are received for the same inter-change for more service signs than available sign spacing will allow, applications shall be prioritized based on the order in which they were received. In the event of multiple applications being received simultaneously, MUTCD service signing priority shall govern:
 1. GAS
 2. FOOD
 3. LODGING

If the first application in this situation is terminated for any reason prior to the erection of the service sign, the next application in chronological order should be re-activated.

- C. Size - Service Signs shall be sized according to present MassHighway standards. In general, the size of the sign panels shall not exceed the minimum size necessary to accommodate the maximum number of letters and/or logos permitted using the required legend height and interline and edge spacing specified in the MUTCD.
- D. Number of Logo Panels per Sign - the "GAS", "FOOD", and "LODGING" logo signs will be limited to a maximum of six (6) logo panels per sign.

3.6 PROCEDURES

- I. Applications for new service signs (Logo and generic):
 - A. An application can be obtained from the Massachusetts Highway Department (MassHighway), Boston Traffic Engineering office or District offices.
 - B. The MassHighway office will forward the application to the business contact person. The applicant will be advised to complete the application and return it to a specified MassHighway District office. If it is sent to the MassHighway Boston office, it will have to be re-directed to the District office, resulting in an unnecessary delay.
 - C. The District will review the application and conduct a field investigation, including a trip to the service establishment to determine if the business and the proposed sign location(s) comply with service signing requirements.
 - D. 1. If the business and the proposed sign locations comply with service signing requirements, the District approves the application and prepares the service sign agreement and sign order cards. The service sign agreement is forwarded to the applicant for signature.

2. If the business and/or sign locations do not comply with service sign requirements, the District shall notify the applicant of the denial in writing and the basis of the denial. (If the denial is based on the MassHighway Sign Policy only, not the MUTCD, proceed to step H)

Steps C and D shall be completed within 45 days after the District receives the completed application or the service signing request is automatically approved.

- E. The applicant signs the service sign agreement and returns the agreement, a \$5,000 surety bond, and shop drawings for the proposed logo panel(s) (within 45 days or the application is denied) to the District Highway Director.
- F. The District Highway Director then reviews the shop drawings and if approved, forwards the signed service sign agreement package to the Chief Engineer for Board of Commissioners' approval and execution. If the shop drawings are not in conformance with state and federal standards, the District Highway Director will notify the applicant and require new shop drawings to be submitted.
- G. Upon receipt of the executed agreement, the Secretary returns the agreement and a copy of the approved sign contractor's list to the applicant. A copy of the agreement is also sent to the District office. This agreement expires one year from the date of the Board vote of approval. If the service signs are not installed within this one year limit, a new application must be submitted.

The letter of transmittal will direct the applicant to select a contractor from the Department's approved list and advise the applicant that the contractor must contact the District for a permit prior to the installation of the signs. Subsequently, the District will check the installation for compliance with the agreement.

- H. In the event that the denial is based on the MassHighway Sign Policy only (denials based on any section of the MUTCD are not eligible for appeal), the applicant may appeal the denial to the appropriate District Highway Director within 14 days. The District shall forward the application to the Chief Engineer (within 30 days or the application is approved) with a recommendation either for approval or denial of a waiver by the Commissioner and a copy of the letter of appeal.
- I. The Chief Engineer shall forward the application to the Commissioner, along with a recommendation for approval or denial of the waiver.

- J. If the Commissioner approves the waiver, the Chief Engineer shall notify the applicant and the District of the approval and the procedure will be as detailed in items D through G (above).
- K. Any facilities not receiving a waiver from the Commissioner shall be informed of its' denial by the Chief Engineer.

II. Application for a LOGO "add-on" to an existing sign:

- A. An application can be obtained from the Massachusetts Highway Department (MassHighway) Boston Traffic Engineering office or District offices.
- B. The office contacted will forward an application to the business contact person. The applicant will be advised to complete the application and return it to a specified MassHighway District office. If it is sent to the MassHighway Boston office, it will have to be re-directed to the District office, resulting in an unnecessary delay.
- C. The District will review the application and conduct a field investigation, including a trip to the service establishment, to determine if the business complies with service sign requirements.
- D.
 - 1. If the business complies with service signing requirements, the MassHighway District Director notifies the applicant and advises the applicant to contact the District for panel fabrication details.
 - 2. If the business does not comply with the service signing requirements, the District Highway Director shall notify the applicant of the denial in writing and the basis of the denial. (If the denial is based on the MassHighway Sign Policy only, not the MUTCD, proceed to step H.)

Steps C and D shall be completed within 45 days after the District receives the completed application or the service signing request is automatically approved.

- E. The District shall require the applicant to forward shop drawings for the proposed logo panel(s) for review and approval. Once the shop drawings are approved for fabrication the applicant has the LOGO "add-on" fabricated by an approved sign contractor.
- F. When finished, these "add-on" panels, necessary mounting hardware, and a check for \$250 for each mainline or ramp panel (made out to the Commonwealth of Massachusetts) are forwarded to the District by the applicant. The District must

receive these items within one year from the date of the notice of approval. Applicants not furnishing signs within the one year must submit a new application.

- G. The District installs the "add-on" panels to existing signs.
- H. In the event that the business doesn't comply with MassHighway's service signing requirements only (violations of the MUTCD are not eligible for appeal), and the applicant appeals the denial to the appropriate DHD within 14 days, the District shall forward the application to the Chief Engineer with a recommendation either for approval or denial of a waiver by the Commissioner.
- I. The Chief Engineer shall forward the item to the Commissioner, along with a recommendation for approval or denial of the waiver.
- J. If the Commissioner approves the waiver, the procedure will be as detailed in items D through G (above), however, the Chief Engineer shall notify the applicant of the approval.
- K. Any facilities not receiving a waiver from the Commissioner shall be informed of its' denial by the Chief Engineer.

3.7 FEE SCHEDULE

- A. The entire cost for fabrication, erection and maintenance of service signs and necessary associated ramp and/or ramp terminus signs, must be assumed by the initial applicant. MassHighway shall thereafter own said sign(s).
- B. Applicants who request permission to add their legend or logos to existing signs must file applications for service signs, and must assume the entire cost of fabricating their legends, logos and/or arrows and any fees for MassHighway forces to add the logos to existing signs. All costs associated with "Other _____ Available" panels would also be the responsibility of the add-on applicant.
- C. The initial applicant shall bear the cost of maintaining/replacing damaged/deteriorating signs.
- D. In addition to the above costs the initial and all subsequent applicants for Business Logo Signs shall pay a non-refundable annual fee of \$1,200.00. Said fee must be paid on or before the first day of June each year. Any applicant's failure to pay said fee by the first day of June will result in the removal of his/her logo panel from the service sign. However, MassHighway will allow all future initial applicants to recover their installation costs by waiving the annual fee in a pro-rated fashion. For example, a business that installs two four panel logo signs at a cost of \$13,000 would have the annual fee of \$1,200 waived for ten

years and ten months. Initial applicants will be required to provide MassHighway with invoices from their sign contractor verifying the cost of fabrication and installation of the signs.

POLICY FOR TOURIST ORIENTED DIRECTIONAL SIGNING ON CONVENTIONAL ROADS

4.1 PURPOSE

To implement the rules and standards for erecting Tourist-Oriented Directional Signs and Agricultural Signs on the state non-limited access highway system

4.2 CRITERIA

- A. Attractions shall be signed at a particular location in the following order of priority (with the highest priority listed first): national park; state park; historic, cultural, or recreational sites; and commercial establishments. These attractions must also be located in rural areas outside of urbanized areas as defined by the U.S. Census except that certain areas of low development density and average daily traffic (ADT) may be designated as de-facto rural areas. Farms must have prior approval of the Department of Food and Agriculture in order to apply for Agricultural Signs. A farm which does not receive this approval may still be eligible for a standard Tourist Oriented Directional Sign.
- B. Attractions must be within 16.0 km (10 miles) of the initial point of turn on the state highway. Farms must be within 8.0 km (5 miles) of the initial point of turn on the state highway to qualify for Agricultural Signs.
- C. If the location of the point of interest can be determined from or is on state highway, applications for signing on the same state highway shall not be approved, unless there is signing leading motorists to a similar facility located off that state highway. In this case, signing may be installed for the facility located on the state highway, but only at intersections with signing for the similar facility located off the state highway.
- D. If the activity has an existing or pending Outdoor Advertising Board permit in the area covered by these rules, the "Point of Interest" application will not be approved.
- E. If an applicant has an on-premises advertising sign which is visible from the highway, the applicant will be given first priority for Tourist Oriented Directional Signing, subject to the condition that the applicant removes this on-premises sign, and subject to that attraction's position on the Priority List.
- F. Each facility identified on a Tourist Oriented Directional Sign shall have given written assurance to the state of its conformity with all applicable laws concerning the provisions of public accommodations without regard to race, color, sex, national origin, or handicap and shall not be in breach of the assurance. Each business must also comply with all handicap access laws.

4.3 SIGN LOCATION AND DESIGN

A. GENERAL

1. Number Permitted - Normally, no more than two "sign assemblies" for Tourist Oriented Directional Signs will be permitted on each approach to an intersection. One sign assembly (2 panels maximum) shall be used exclusively for those attractions requiring a right turn at the intersection. The second assembly shall be used exclusively for those attractions requiring a left turn at the intersection. A third sign assembly may be installed to provide signing for a facility in the ahead direction at intersections where signing is provided for a similar facility in the right or left direction. In addition, one sign assembly (2 panels maximum) may be installed to provide Agricultural Signing for farms approved by the Department of Food and Agriculture. A tab indicating the name of a farm may also be installed with Agricultural Signing.
2. Trailblazing - Trailblazing signs shall be placed at each decision point along the route to the applicant's facility. The applicant must have written approval for trailblazing from each community which this route traverses. The trailblazing plan is subject to the approval of MassHighway. All trailblazing signs shall be erected before signs on the state highway are installed. The trailblazing signs shall be maintained and kept in good repair by the petitioner or the signs on the state highway shall be removed.

B. LOCATION

Longitudinal Location - Sign assemblies shall be placed in accordance with the following standards:

1. At least 60 m (200 feet) from a traffic control sign or device.
2. At least 60 m (200 feet) from a numbered route junction or signalized intersection on roads zoned for more than 40 m.p.h.
3. At least 230 m (750 feet) from a railroad crossing.
4. At least 90 m (300 feet) from another Tourist-Oriented Directional sign.

C. DESIGN

1. Colors - The background of TOD signs shall be blue, except national and state parks signs which shall be brown. White is to be used for all lettering, border, mileage, and

destination arrows. Logos, if used, shall be reproduced in colors consistent with customary use. Logos which resemble any traffic control device shall not be used. Legends, borders and background sheeting shall conform to current MassHighway standards.

2. Mounting - No more than two Directional Sign panels can be mounted on a sign assembly. Sign panels for primary traveler's points of interest higher on the priority list shall receive priority over others. Vandal proof fasteners shall be supplied by the applicant and used to attach the panel to the sign supports. All supports shall be in accordance with MassHighway Standards.
3. Size - All sign panels shall be 1800 mm (72") in length and shall consist of no more than two lines of legend. Sign panels shall be a maximum of 500 mm (20") in height. All letters and numerals shall be 150 mm (6") in height. Applicants proposing to add panels to sign assemblies with existing 1500 mm (60") panels may either install 1500 mm (60") panels or replace the existing panels with 1800 mm (72") panels to maintain uniformity. Agricultural Signs shall be 1500 mm (60") in length and a maximum of 500 mm (20") in height. Signs shall consist of no more than 2 approved agricultural symbols, the Department of Food and Agriculture logo, and a directional arrow. A farm name tab shall be 1500 mm (60") in length and 150 mm (6") in height.
4. All TOD signs shall be fabricated in accordance with the current edition of the MassHighway Standard Specifications for Highways and Bridges. The aluminum panels shall be 2 mm (.080") thick. 5052 aluminum alloy may be used as an option subject to the condition that it complies with the ASTM B209 Alloy 6061-T6 flatness tolerance.

4.4 PROCEDURE

- A. Upon receiving written approval from the communities for trailblazing, the petitioner shall apply to the appropriate District Highway Director for approval. The applicant shall submit copies of written approval from the communities for trailblazing signs, a map showing proposed trailblazing sign locations and design of trailblazing signs showing dimensions, color, legend, materials, etc. For Agricultural Signs, the petitioner must receive approval of the Department of Food and Agriculture for the use of agricultural symbols before applying to the appropriate District Highway Director.
- B. The applicant shall be responsible for erecting the trailblazing signs prior to the installation of the Tourist Oriented Directional Sign(s) on the state highway.

- C. After approval by MassHighway, copies of Standards and Specifications shall be sent to the applicant for the fabrication of the proposed panels. The petitioner shall be required to supply panels and vandal proof fasteners to MassHighway for erection by MassHighway forces. The appropriate District Highway Office shall determine and perform maintenance for the sign assembly, with panels and vandal proof fasteners supplied by the applicant. The applicant shall be responsible for the maintenance of all associated trailblazing signing.

4.5 FEES

- A. A fee of \$250.00 (two hundred and fifty dollars) per sign panel shall be charged by the Highway Department.
- B. Applicants shall be responsible for the full cost of fabricating and supplying sign panel(s) and vandal proof fasteners and performing maintenance for trailblazing signs, as determined by MassHighway.
- C. MassHighway assume the costs for supplying and installing sign supports, and attaching the panel(s) to the supports; and costs for maintenance of the sign assembly.
- D. Any sign panel(s) destroyed by accident, vandalism, or wear shall be replaced at the expense of the applicant.
- E. MassHighway shall bear the entire expense of fabricating and installing approved TOD signing for a sister State Agency.

POLICY FOR SUPPLEMENTAL AND CAMPING SIGNS

5.1 AIRPORT SIGNS

Airports shall be eligible for generic airport symbol signing conforming to the Manual on Uniform Traffic Control Devices (MUTCD) or Tourist Attraction logo signing as described in Section 2.

5.2 COLLEGE OR REGIONAL HIGH SCHOOL SIGNS

The following MassHighway warrants shall apply to college and regional high school signs:

- A. MassHighway shall only permit signing on state highways directing motorists to a particular university/ college/regional high school which attracts a significant amount of traffic. The university/college/regional high school must have fully staffed administrative offices at the location which is being signed. A satellite campus which has only classrooms and no administrative offices shall not be signed under this policy.
- B. All signs directing motorists to a university/college/ regional high school shall be erected prior to the nearest or most direct exit ramp or point-of-turn to the facility.
- C. Trailblazing from one state highway to another state highway will be permitted provided that the distance to the university/college/regional high school does not exceed 8 km (5 miles) from the point-of-turn on the state highway on which signing is erected. However, no such signing will be installed in advance of an interchange from one freeway to another.
- D. A maximum of two university/college/regional high school names will be permitted to appear on any one sign. Only one university/college/regional high school sign shall be permitted in advance of any interchange or intersection.
- E. The desirable distance on freeways between guide, service, tourist attraction, and university/college/ regional high school signs is 300 m (1000 feet) with 240 m (800 feet) the absolute minimum. On non-limited access highways, engineering judgment will determine sign placement so as not to be competitive with existing signing.
- G. MassHighway's responsibility for furnishing and erecting university/college/regional high school signs will be limited to signs on state highway directing motorists to public universities/colleges/regional high schools. Private university/college/regional high school sign applicants will be responsible for the installation and maintenance of all signs.

- H. Permission to erect university/college/regional high school signs on City/Town ways must be obtained from the local municipality concerned. Obtaining this permission will be the responsibility of the educational institution. All necessary trailblazing must be in place on such routes prior to the erection of any signs on the state highways.
- I. University/college/regional high school signs shall be considered in the same category as service and tourist attraction signs and will be administered by the MassHighway District Offices.
- J. The erection of university/college/regional high school signs on the state highways indicating the point-of-turn to these facilities, within the city limits of Boston or Cambridge, or on state highways in other communities indicating the point-of-turn to facilities located in Boston or Cambridge will not be permitted.

5.3 HOSPITAL SIGNS

Hospital signing shall conform to the MUTCD and the following:

- A. A sign displaying the name of the facility or the standard "H" symbol sign may be used on state highway freeways. If the name of the facility is to be displayed on the sign, the facility shall bear the entire expense for the fabrication and installation of the sign. Signs to be installed by the facility shall follow the procedure for Tourist Attraction Signs in Section 2.6, in addition to the requirements of this section.
- B. Hospital signs on non-limited access state highways shall be restricted to the "H" symbol sign only, unless the signs are trailblazing for a hospital name sign on a freeway.
- C. Only one Hospital shall be signed for from an exit or intersection. In the event of multiple requests for hospital signing from a given interchange, the hospital closest in time and/or distance shall be signed for. One Hospital may be signed from more than one state highway if it complies with the requirements for both highways.
- D. The Hospital shall be required to furnish (at its own expense) the necessary trailblazing signing. Prior to the installation of the hospital signing on the freeway, the trailblazing signing must be in place at each decision point between the interchange and the hospital. Prior to the installation of the trailblazing signs, the hospital must submit details of that signing (along with any necessary municipal approvals) to the District for approval.

5.4 CAMPING SIGNS

Camping facilities shall be eligible for camping symbol signing, Tourist Attraction logo signing (Section 2), or TOD signing (Section 4). Camping symbol signs on state highways shall conform to the MUTCD and will be reviewed by the District Office on a case-by-case basis. Signs will be erected under the following MassHighway procedure:

- A. Upon receiving written approval from the communities for any necessary trailblazing, the petitioner shall apply to the appropriate District Office. The applicant shall submit copies of written approval from the communities for trailblazing sign(s) and a map showing proposed trailblazing sign locations for MassHighway approval. The applicant shall be responsible for the erection and maintenance of trailblazing signs, prior to the installation of the camping sign(s) on the state highway.
- B. After approval by MassHighway, copies of the Standards and Specifications shall be sent to the applicant for the fabrication of the proposed panel(s). The petitioner shall be required to supply panels, posts, and vandal proof fasteners to MassHighway for erection by MassHighway personnel. The appropriate District Highway Office shall determine and perform any necessary maintenance for the sign assembly, with panels, posts, and vandal proof fasteners supplied by the applicant.

POLICY FOR PRIVATELY OPERATED TOURIST INFORMATION CENTER
SIGNING ON FREEWAYS

6.1 **PURPOSE**

To implement the rules and standards for erecting Tourist Information Center signs on the state highway system.

6.2 **APPLICABILITY**

This policy applies only to signs on the state freeway system. Certain highways not laid out as freeways may be deemed de facto freeways by MassHighway and suitable for inclusion under these provisions.

MassHighway shall furnish and install Tourist Information Center signs as described herein. These signs shall remain in place until a Tourist Attraction logo sign is installed for the interchange at which the Tourist Information Center is located. When the Tourist Attraction logo sign is installed, MassHighway shall remove the Tourist Information Center signs and replace them with Tourist Attraction logo panels added on to the Tourist Attraction logo sign.

6.3 **DEFINITIONS**

Except as defined in this paragraph, the terms used in this directive shall be defined in accordance with the definitions and usage in the Manual on Uniform Traffic Control Devices (MUTCD).

Tourist Information Center - A facility operated primarily for the purpose of providing information, directions, maps, and brochures to the general public.

6.4 **CRITERIA**

- A. At a minimum, the Tourist Information Center must be open and staffed at least eight (8) hours per day, seven (7) days a week. Seasonal operation is permitted.
- B. The Center shall have sufficient parking for at least ten (10) mid-sized passenger vehicles.
- C. Each Tourist Information Center shall have given written assurance to the state of its conformity with all applicable laws concerning the provisions of public accommodations without regard to race, color, sex, national origin, or handicap and shall not be in breach of the assurance. Each business must also comply with all handicap access laws.

- D. During staffed hours of operation, the Center must provide, upon request and free of charge, the following:
 - 1. Massachusetts Highway Maps.
 - 2. Directions, maps, and/or brochures for regional tourist attractions and motorist service facilities.
- E. The following shall be provided and accessible to motorists 24 hours a day (irrespective of hours of staffing):
 - 1. A public pay telephone.
 - 2. An illuminated and weather protected Massachusetts Highway Map, to be no smaller than 550 mm (22") high by 775 mm (31") wide.
- F. A minimum of 28 square meters (300 ft²) of floor space in the Center must be dedicated solely to tourist information activities (i.e. brochure space, information desk).
- G. To be considered for signing, a Center can be located no further than 1.6 km (1 mile) from the freeway interchange, and must be directly accessible from the roadway at the end of the interchange exit ramp. Trailblazing will not be permitted.
- H. Tourist Information Center signing will not be permitted at interchanges between freeways, nor at those interchanges where the motorist cannot conveniently reenter the freeway to continue in the same direction of travel.

6.5 SIGN LOCATION AND DESIGN

A. General

- 1. Only one freeway sign and one ramp sign per interchange in each travel direction will be permitted.
- 2. The Center shall provide signs with the legend 'TOURIST INFORMATION' (and appropriate arrow) at the entrance to the facility. A similar panel (without arrow) shall be mounted on the Tourist Information Center building in such a manner as to be easily visible to motorists.
- 3. Exceptions - No sign assembly shall be installed in advance of an interchange from one freeway to another freeway. No sign assembly shall be installed where insufficient lateral and/or longitudinal space exists.

B. Location

1. Lateral Location - Signs shall be located so as to take advantage of natural terrain, to have the least impact on the scenic environment, and to avoid visual conflict with the other signs in the highway right-of-way. Signs must be placed in accordance with MassHighway standards for lateral offset and be consistent with MUTCD requirements.
2. Longitudinal Location - Signs shall be placed a minimum of 240 m (800 feet), but preferably at least 300 m (1000 feet), from other guide signs. Engineering judgment and available space will dictate where in the guide sign sequence the tourist information sign shall be installed. At single exit interchanges, an additional sign (a duplicate of the main sign but reduced in size and with appropriate arrow) will be provided along the ramp or at the ramp terminus.

C. Design

(Note: These requirements shall not apply to any signing installed directly on the Tourist Information Center)

1. Colors - Tourist Information Center signs are to have a white reflectorized legend on a blue reflectorized background. For uniformity, it is recommended that the sign mounted to the Center use the same color scheme, however, reflectorization of the panel is not necessary.
2. Legend - The descriptive legend shall read 'TOURIST INFO CTR.' At single exit interchanges, the directional legend shall be 'EXIT XX '(or 'NEXT EXIT')'. At double exit interchanges, the directional legend shall be 'EXIT XXA(B)' (or 'NEXT (2ND) EXIT').
3. Mounting - The sign panels shall be mounted on two P-5 supports.
4. Dimensions - Tourist Information Center signs on the freeway mainline shall be 1.5 m by 1.2 m panels. All letters used in the descriptive legend shall be 200 mm (8") Series 'C' for mainline signs, and 150 mm (6") Series 'C' for ramp signs. The directional legend shall be 150 mm (6") letters, with 200 mm (8") numerals.
5. Shape - The sign shall be rectangular, with the longer dimension horizontal.
6. Material - The material chosen for the sign panel and legend shall be as specified in MassHighway's standards.

6.6 PROCEDURES

- A. The applicant shall submit an application to the appropriate District Highway Director.
- B. The District Highway Director shall review and approve or disapprove the application. If approved, the original application, sign order cards, and cross-section sheets shall be forwarded to the Traffic Engineer for panel fabrication and the DHD will notify the applicant of the approval. If disapproved, the District will inform the applicant of the disposition of their request.

6.7 DIVISION OF LABOR

- A. MassHighway will be responsible for fabricating, installing, and maintaining signs on the freeway and ramps. The Center will be responsible for fabricating, installing and maintaining the 'point of turn' and building signing.
- B. For seasonal facilities, MassHighway personnel will remove and store the freeway and ramp signs at the end of the season, and re-erect same at the beginning of the following season.

6.8 DIVISION OF EXPENSE

MassHighway shall assume all costs associated with providing and maintaining main and ramp signs, and the Center shall assume all costs associated with providing 'point of turn' and other signing.